

ORDER



Orders
Order / Rev: 50542
Alt Order #: 9797724 /Brad
Product Desc: RESTORE OUR FUTURE
Estimate: 365
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/21/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Restore Our Future
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	57	\$36,375.00	\$30,918.75
08/27/12	08/27/12	11	\$7,000.00	\$5,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	57	\$36,375.00	\$30,918.75	0.00
September 2012	11	\$7,000.00	\$5,950.00	0.00
Totals	68	\$43,375.00	\$36,868.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$43,375.00
Market	100%	\$154,910.71

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	40%	\$61,964.29
WHTM	14%	\$21,687.50
WLYH	0%	\$0.00
WPMT	18%	\$27,883.93

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/21/12	08/27/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	8	\$200.00	P-1	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTF--			8		\$200.00		0.00				
		Week: 08/27/12	09/02/12	M-----			2		\$200.00		0.00				
N 2	WHP	08/21/12	08/27/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	8	\$200.00	P-1	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTF--			8		\$200.00		0.00				
		Week: 08/27/12	09/02/12	M-----			2		\$200.00		0.00				
N 3	WHP	08/21/12	08/27/12	M-F 6p-630p News	CM	6p-630p	MTWTF--	:30	8	\$250.00	P-1	0.00	NM	10	\$2,500.00

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CBS 21 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		8				\$250.00		0.00			
		Week: 08/27/12	09/02/12	M- - - - -		2				\$250.00		0.00			
N 4	WHP	08/21/12	08/27/12	CBS Evening News	CM	630p-7p	M- W- F- -	:30	2	\$650.00	P-1	0.00	NM	1	\$650.00
CBS Evening News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - W- F- -		2				\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	08/20/12-08/26/12	CBS Evening News		630p-7p	- - W- - F- - - -	:30		(\$650.00)		0.00	NM		
	See MG 6.11,6.12,6.13,6.14,6.15,6.16,6.17,6.18,6.19,6.20,6.21 [Preempted by NSM]														
	2	WHP	08/20/12-08/26/12	CBS Evening News		630p-7p	- - W- - F- - - -	:30		(\$650.00)		0.00	NM		
	See MG 6.11,6.12,6.13,6.14,6.15,6.16,6.17,6.18,6.19,6.20,6.21 [Preempted by NSM]														
		Week: 08/27/12	09/02/12	M- - - - -		1				\$650.00		0.00			
N 5	WHP	08/21/12	08/27/12	M-F 7p-730p	CM	7p-730p	MTWTF- -	:30	4	\$950.00	P-1	0.00	NM	5	\$4,750.00
M-F 7p-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4				\$950.00		0.00			
		Week: 08/27/12	09/02/12	M- - - - -		1				\$950.00		0.00			
N 6	WHP	08/21/12	08/27/12	M-F 730p-8p	CM	730p-8p	MTWTF- -	:30	8	\$1,000.00	P-1	0.00	NM	17	\$11,300.00
M-F 730p-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		8				\$1,000.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	08/21/12	08/27/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	8	\$1,000.00	P-1	0.00	NM	17	\$11,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	08/20/12-08/26/12		M-F 730p-8p	730p-8p		-TWThF----	:30	(\$1,000.00)	0.00	NM				
See MG 6.11,6.12,6.13,6.14,6.15,6.16,6.17,6.18,6.19,6.20,6.21 [Preempted by NSM]															
2	WHP	08/20/12-08/26/12		M-F 730p-8p	730p-8p		-TWThF----	:30	(\$1,000.00)	0.00	NM				
See MG 6.11,6.12,6.13,6.14,6.15,6.16,6.17,6.18,6.19,6.20,6.21 [Preempted by NSM]															
3	WHP	08/20/12-08/26/12		M-F 730p-8p	730p-8p		-TWThF----	:30	(\$1,000.00)	0.00	NM				
See MG 6.11,6.12,6.13,6.14,6.15,6.16,6.17,6.18,6.19,6.20,6.21 [Preempted by NSM]															
4	WHP	08/20/12-08/26/12		M-F 730p-8p	730p-8p		-TWThF----	:30	(\$1,000.00)	0.00	NM				
See MG 6.11,6.12,6.13,6.14,6.15,6.16,6.17,6.18,6.19,6.20,6.21 [Preempted by NSM]															
11	WHP	08/20/12-08/26/12		Wed Reg 3			--W-----	:30	\$1,800.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
12	WHP	08/27/12-08/27/12		Mon Reg 3			M-----	:30	\$2,100.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
13	WHP	08/22/12-08/24/12		M-F 11p-1135p News			--WThF----	:30	\$300.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
14	WHP	08/22/12-08/24/12		M-F 11p-1135p News			--WThF----	:30	\$300.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
15	WHP	08/22/12-08/24/12		CBS This Morning			--WThF----	:30	\$100.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
16	WHP	08/22/12-08/24/12		CBS This Morning			--WThF----	:30	\$100.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
17	WHP	08/22/12-08/24/12		M-F 5a-6a News			--WThF----	:30	\$100.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
18	WHP	08/22/12-08/24/12		M-F 5a-6a News			--WThF----	:30	\$100.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
19	WHP	08/22/12-08/24/12		M-F 5a-6a News			--WThF----	:30	\$100.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
20	WHP	08/20/12-08/26/12		Sa-Su 11p-1130p News			-----SaSu	:30	\$175.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
21	WHP	08/20/12-08/26/12		CBS This Morning Saturday			-----Sa--	:30	\$125.00	0.00	NM				
Ⓜ MG for 4.2,4.1,6.4,6.3,6.2,6.1 [MG within Flight]															
Week:		08/27/12	09/02/12	M-----	2		\$1,000.00	0.00							
N 7	WHP	08/21/12	08/21/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-T-----	1		\$2,100.00	0.00							
N 8	WHP	08/21/12	08/21/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	-T-----	1		\$1,650.00	0.00							
N 9	WHP	08/22/12	08/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00

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N 9	WHP	08/22/12	08/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1				\$1,850.00		0.00			
N 10	WHP	08/23/12	08/23/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---		1				\$2,200.00		0.00			
N 11	WHP	08/24/12	08/24/12	CBS PRS Football CBS PRS Football	CM	Various	----F--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--		2				\$2,000.00		0.00			
N 12	WHP	08/25/12	08/25/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		2				\$250.00		0.00			
N 13	WHP	08/25/12	08/25/12	CBS PRS Football CBS PRS Football	CM	Various	-----S-	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		2				\$2,000.00		0.00			
N 14	WHP	08/26/12	08/26/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		2				\$300.00		0.00			
N 15	WHP	08/26/12	08/26/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$225.00		0.00			
N 16	WHP	08/26/12	08/26/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$1,650.00		0.00			
N 17	WHP	08/26/12	08/26/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$1,400.00		0.00			
													Totals	68	\$43,375.00